

Subhayan Mukerjee

CONTACT

Department of Communications & New Media
Faculty of Arts and Social Sciences
Block AS6, #03-19, 11 Computing Drive
Singapore 117476

+65-8316-3540
✉ mukerjee@nus.edu.sg
🌐 <https://www.subhayan.com>
🐦 @wrahool

ACADEMIC EMPLOYMENT

National University of Singapore, Singapore October 2020 – present
Assistant Professor, Computational Communication
Department of Communications and New Media

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – Aug 2020
Research Fellow
Annenberg School for Communication

University of Oxford, Oxford, UK May 2019 – Jun 2019
Research Assistant
Reuters Institute for the Study of Journalism

Harvard University, Cambridge, MA, USA Jun 2016 – Aug 2016
Research Assistant
Berkman Klein Center for Internet & Society

EDUCATION

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – May 2020
Ph.D. Communication
M.A. Communication

BITS-Pilani, Pilani, Rajasthan, India Aug 2009 – May 2014
M.Sc. Mathematics
B.E. Computer Science

REFEREED JOURNAL PUBLICATIONS

3. **Mukerjee, S.** & Yang, T. (2020) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Social Media. *Political Communication*, 1-19 (**IF: 5.91**)
2. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68(1), 26-50. (**IF: 4.85**)
1. **Mukerjee, S.** (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356-361.

BOOK CHAPTER

1. **Mukerjee, S.** & González-Bailón, S., (2019) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

POPULAR PRESS

3. **Mukerjee, S.**, Jaidka K. & Lelkes, Y. (2020, July 9) Our study found little evidence that Twitter is biased against conservative opinion leaders. *The Washington Post*.
2. **Mukerjee, S.** & Majó-Vázquez, S. (2019) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Blog*.
1. **Mukerjee, S.** (2012, June) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26

OTHER
PUBLICATIONS

2. Majó-Vázquez, S., **Mukerjee, S.**, Ahmed Neyazi T., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet*.
1. **Mukerjee, S.**, Majo-Vazquez, S., & Gonzalez-Bailon, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.

WORKING
PAPERS

6. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. The Ideological Landscape of Twitter Elites in America. (*under review*)
5. **Mukerjee, S.**, Yang, T., Stadler, G. & González-Bailón, S. What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News (*under review*)
4. **Mukerjee, S.** A Theory of News Reading Publics: Rethinking Audience Fragmentation Using India as a Case Study (*working paper*)
3. **Mukerjee, S.** A Formal Model of Selective Exposure in Audience Overlap Networks (*in progress*)
2. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment (*in progress*)
1. **Mukerjee, S.**, Yang, J., Kang, D., & Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation (*in progress*)

CONFERENCE
PAPERS

18. **Mukerjee, S.**, (2020) A Network Model of Selective Exposure and Audience Behavior Using Community Detection *The 9th International Conference on Complex Networks and their Applications*, Madrid, Spain.
17. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
16. **Mukerjee, S.** (accepted) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
15. **Mukerjee, S.**, & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia
14. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia
13. **Mukerjee, S.**, & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (conference canceled due to COVID-19)
12. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
11. **Mukerjee, S.** (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
10. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.

9. **Mukerjee, S.** (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC
8. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC
7. Yang, T., Majó-Vázquez, S., **Mukerjee, S.**, & González-Bailón, S. (2019) Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption. *The 69th Annual Conference of the International Communication Association*, Washington DC
6. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th International Conference on Computational Social Science*, Northwestern University, IL
5. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. Poster presented at the *4th International Conference on Computational Social Science*, Northwestern University, IL
4. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 11th Annual Political Networks Conference*, George Mason University, VA
3. **Mukerjee, S.** & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, VA
2. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. *The 68th Annual Conference of the International Communication Association*, Prague, Czech Republic
1. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2017). Are Audiences Fragmented in How They Consume News Online? *The 67th Annual Conference of the International Communication Association*, CA.

INDUSTRY EMPLOYMENT	Abzooba Inc. Kolkata, India	Jun 2014 – Jul 2015
	Data Scientist	
	Bravo Lucy As. Hyderabad, India	Jun 2013 – Jun 2014
	Software Engineering Intern	
	Ericsson Global Kolkata, India	Jun 2012 – Jul 2012
	Software Engineering Intern	
TEACHING EXPERIENCE	National University of Singapore	
	Quantitative Research Methods (Graduate Seminar)	Spring 2021
	Theories of Communications and New Media (Tutor)	Spring 2021
	University of Pennsylvania	
	Understanding Social Networks (TA and Lab Assistant)	Spring 2017
	Media Industries and Society (TA)	Spring 2018

AWARDS AND FELLOWSHIPS	Start-up Research Grant (S\$75,000) National University of Singapore	2021–2024
	Seed Research Funding (\$1,300) Summer Institute of Computational Social Science (SICSS), Chicago	2019–2020
	Student Research Grant Graduate and Professional Student Assembly, University of Pennsylvania	2019
	Dissertation Research Fellowship (\$31,000) Annenberg School for Communication, University of Pennsylvania	2019–2020
	Dissertation Grant (\$1,700) Annenberg School for Communication, University of Pennsylvania	2019–2020
	Dean's Summer Fellowship (4 x \$4,000) Annenberg School for Communication, University of Pennsylvania	2015–2019
	Travel Scholarship National Science Foundation	2018–2019
	Travel Scholarship Northwestern University	2018
	Doctoral Fellowship University of Pennsylvania	2015–2020
INVITED LECTURES	8. Human Cooperation Lab Massachusetts Institute of Technology, Cambridge MA	Apr 2020
	7. Computational Communication Research Seminar University of Wisconsin-Madison, Madison WI	Mar 2020
	6. Digital Propaganda and Public Opinion Lecture National University of Singapore, Singapore	Mar 2020
	5. Microsoft Research Seminar Microsoft Research, New York City NY	Jan 2020
	4. The Center for Social Media and Politics New York University, New York City NY	Jan 2020
	3. Media Analytics Lecture Business Analytics Course at Praxis Business School, India.	Dec 2018
	2. Research Methods for a Fragmented Media Environment University of Pennsylvania, Philadelphia PA	Mar 2018
	1. The Communication Research Experience University of Pennsylvania, Philadelphia PA	Nov 2017
ADDITIONAL TRAINING	Summer Institute in Computational Social Science Northwestern University	Jun 2019
	Mediterranean School of Complex Networks Universitat Rovira i Virgili, Italy	Sep 2017
	Annenberg Summer Institute in Methods & Statistics University of Southern California Scale Construction Critical Studies of Networked Infrastructure	Jun 2017

SERVICE	Committee Member, CNM Research Committee, NUS	2020-21
	Coordinator, DiMeNet research group, U of Penn	2016-18
	Committee Member, <i>Annenberg Graduate Student Symposium Committee</i>	2017-18
	Organizing Member, <i>Penn-Rutgers-Princeton Social Epistemology Workshop</i>	2017
SKILLSET	<p>Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference</p> <p>Programming/Scripting: R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, L^AT_EX, Git, JavaScript (basic).</p>	
MEMBERSHIP	International Communication Association	

REFERENCES

Sandra González-Bailón, Ph.D.

Associate Professor of Communication

Annenberg School for Communication, University of Pennsylvania

✉ sandra.gonzalez.bailon@asc.upenn.edu

Yphtach Lelkes, Ph.D.

Assistant Professor of Communication

Annenberg School for Communication, University of Pennsylvania

✉ yphtach.lelkes@asc.upenn.edu

Joseph Turow, Ph.D.

Robert Lewis Shayon Professor of Communication

Annenberg School for Communication, University of Pennsylvania

✉ joseph.turow@asc.upenn.edu

Michael X. Delli Carpini, Ph.D.

Oscar H. Gandy Professor of Communication and Democracy

Annenberg School for Communication, University of Pennsylvania

✉ michael.dellicarpini@asc.upenn.edu

Harikrishnan Gopinadhan Nair, Ph.D.

Assistant Professor

Department of Humanities and Social Sciences, BITS-Pilani

✉ harinair@pilani.bits-pilani.ac.in